
Understanding changes in the British diet

Monday 4 November 2013



Motivation

- Widespread concern about eating habits across developed world
- Poor diet is a major cause of non-communicable disease
- Why are food markets not working?
 - lack of or poor information
 - cognitive limitations
 - lack of self control
 - poor food consumption imposes costs on others
- There are a number of policy response

Motivation

- Target consumers
 - By providing information
 - With policies which influence food prices
 - Effect of any policy will depend on how manufacturers and retailers respond to
- Target food industry
 - For instance, with voluntary product reformulation

Broad aim of research agenda

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- And what (if any) are the appropriate policy responses

- Today focus on two pieces of research that document changes in food purchasing behaviour
 - Since 1980 to present
 - Over the 2008-9 economic crisis

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